

## Message Text

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ACTION ARA-14

INFO OCT-01 ISO-00 EB-08 USIA-15 MMO-04 PER-05 /047 W

-----124420 230525Z /21

R 221805Z FEB 78

FM AMEMBASSY QUITO

TO USDOC WASHDC

SECSTATE WASHDC 7384

INFO AMCONSUL GUAYAQUIL

UNCLAS SECTION 1 OF 3 QUITO 1136

E.O. 11652: N/A

TAGS: BEXP, BENC, EC

SUBJECT: DRAFT OF SECTIONS II, III AND IV OF THE FY 1979 COUNTRY  
COMMERCIAL PROGRAM FOR ECUADOR

REF: STATE 014583

FY 1979 C.C.P. ECUADOR

SECTION II - PERSONNEL RESOURCE LIST

1.0 ECONOMIC/COMMERCIAL PERSONNEL

1.1 GENERAL PROGRAM

AMEMBASSY QUITO

- FSO-3 E/C OFFICER -COUNSELOR FOR ECONOMIC AND  
COMMERCIAL AFFAIRS (TO BE  
DESIGNATED)

- FSR-5 E/C OFFICER -COMMERCIAL ATTACHE  
(ROBERT H. BATEMAN)

FSO-6 E/C OFFICER -FINANCE AND PETROLEUM  
OFFICER  
(JOHN L. MORAN)

-FSO-7 P E/C OFFICER -TRADE PROMOTION OFFICER  
(RICHARD T. HEFFERN)

-FSS-9 SECRETARY -(MARY JANE FULLER)

-FSL-12 COMMERCIAL ASSISTANT -(ROBERTO M. CORTEZ)

-FSL-6 SECRETARY -(NADYA ORDONEZ)

-FSL-4 SECRETARY -(TO BE DESIGNATED)

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AMCONSULATE GENERAL GUAYAQUIL

-FSR-4 E/C OFFICER -(EDGAR J. ROJAS)

-FSL-10 COMMERCIAL ASSISTANT -(TO BE DESIGNATED)

-FSL-8 COMMERCIAL ASSISTANT -(WELLINGTON GALLARDO)

-FSL-7 SECRETARY -(CARMEN PUYOL)

-FSL-4 RECEPTIONIST-LIBRARIAN -(FABIOLA MURILLO)

2.0 CONTRIBUTORY PERSONNEL

AMEMBASSY QUITO

PUBLIC AFFAIRS OFFICER	- ROBERT A. ROCKWEILER
AGRICULTURAL ATTACHE	- LLOYD I. HOLMES
CHIEF, MILITARY LIAISON OFFICE	- CDR. REINALDO LAZO

SECTION III - CAMPAIGN DEVELOPMENT

CAPPAIGN NUMBER 1                      PRIORITY RANK 2  
CAPPAIGN TITLE: PLASTICS PRODUCTION MACHINERY & EQUIPMENT  
(PPM & E)

CAPPAIGN MANAGER: EDGAR ROJAS (GUAYAQUIL)  
CAPPAIGN RESPONSIBILITY AT QUITO: ROBERT H. BATEMAN  
OBJECTIVE AND RATIONALE: THE OBJECTIVE IS TO INCREASE  
SALES OF U.S. PPM & E TO ECUADOR. WE BELIEVE THAT  
ECUADOREAN NON-GRICULTURAL INDUSTRIAL GROWTH THROUGH  
FY 1979 WILL CONTINUE TO BE COMPOSED PRIMARILY OF  
LIGHT INDUSTRY. THE PRODUCTION OF PLASTICS PRODUCTS  
IS AN AREA THAT OFFERS CONSIDERABLE ROOM FOR GROWTH;  
THE LOCAL MARKET IS SUBSTANTIAL, AND LOCALLY-PRODUCED  
PETROLEUM DERIVATIVES CAN PROVIDE AT LEAST SOME OF  
THE NECESSARY RAW MATERIALS. ONCE WE FINISH THE  
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MARKET RESEARCH SCHEDULED FOR THE SPRING OF 1978, WE  
WILL HAVE ADDITIONAL IDEAS TO INCORPORATE INTO THIS  
CAPPAIGN. SINCE THE LOCAL INDUSTRY IS CENTERED ON  
THE COAST, IT IS APPROPRIATE THAT THE MAJOR  
RESPONSIBILITY FOR THIS CAMPAIGN FALL TO THE  
CONSULATE GENERAL IN GUAYAQUIL.

CAPPAIGN ACTIONS:                      CUMULATIVE MILESTONES

DEC	MAR	JUN	SEPT
31	31	30	30

1. PREPARE SPECIAL ISSUE OF COMMERCIAL BULLETIN DEVOTED TO THE PLASTICS INDUSTRY (Q)	X
2. PROMOTE AND COMPLETE ADVANCE WORK IN SUPPORT OF MAY USDOC	X
3. HOLD COCKTAIL FOR MISSION MEMBERS INVITING LEADERS OF LOCAL PLASTICS INDUSTRY (Q,G)	X
4. ON THE BASIS OF TRADE CONTACTS MADE BY USDOC	

MISSION, UPDATE FTI ENTRIES  
FOR LOCAL PLASTICS  
PRODUCERS (Q,G)

X

CAMPAIGN NUMBER 2                      PRIORITY RANK 3  
CAMPAIGN TITLE: AGRICULTURAL MACHINERY AND EQUIPMENT  
CAMPAIGN MANAGER: EDGAR ROJAS (GUAYAQUIL)  
CAMPAIGN RESPONSIBILITY AT QUITO: RICHARD T. HEFFERN  
OBJECTIVE AND RATIONALE: THE OBJECTIVE IS TO MEET THE  
EQUIPMENT NEEDS OF THE AGRICULTURAL SECTOR, WHICH WILL  
MOST LIKELY BE STIMULATED BY THE DEVELOPMENT PLANS OF  
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THE NEW ADMINISTRATION. AS THE SHARP RISE  
CONSUMPTION OF PETROLEUM DERIVATIVES CUTS INTO OIL  
EXPORTS, IT BECOMES INCREASINGLY EVIDENT THAT ECUABOREANS  
MUST LOOK TO AGRICULTURAL PRODUCTION TO SUSTAIN THE

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INFO OCT-01 ISO-00 EB-08 USIA-15 MMO-04 PER-05 /047 W  
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TO USDOC WASHDC  
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INFO AMCONSUL GUAYAQUIL

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MOMENTUM OF ITS ECONOMIC GROWTH AND STABILIZE THE  
BALANCE OF TRADE. ECUADOR WILL NO LONGER BE ABLE  
TO AFFORD TO IMPORT FOOD IN LARGE QUANTITIES. BUT WITH  
PROPER DEVELOPMENT OF THE LAND IT CAN NOT ONLY PRODUCE  
ALL IT NEEDS FOR DOMESTIC CONSUMPTION, BUT BECOME  
A SUBSTANTIAL NET FOOD EXPORTER AS WELL. ONCE THE

SPECIFIC POLICIES OF THE NEW GOVERNMENT IN THE  
AGRICULTURAL AREA BECOME KNOWN, WE WILL BE ABLE TO  
FOCUS EVEN BETTER ON THE PRECISE NEEDS OF THE SECTOR.

CAMPAIGN ACTIONS:	CUMULATIVE MILESTONES			
	DEC	MAR	JUN	SEPT
	31	31	30	30

1. WITH ASSISTANCE OF AGRICUL-  
TURAL ATTACHE, DEVOTE ISSUE OF  
COMMERCIAL BULLETIN TO LOCAL  
AGRO-INDUSTRIES (Q) X
2. UP-DATE PIMS ON AGRICULTURAL  
MACHINERY AND EQUIPMENT TO  
REFLECT POLICIES OF NEW  
GOVERNMENT VI-A-VIS  
AGRICULTURAL DEVELOPMENT X  
(Q,G)
3. SURVEY AGRICULTURAL DEVELOP-  
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MENT PROJECTS IN CONGEN  
DISTRICT AND REPORT EQUIP-  
MENT. ENGINEERING/CONSULTING  
AND CONSTRUCTION OPPORTUNITIES  
(G) X X X X

4. UP-DATE FTI ENTRIES ON LOCAL  
AGRICULTURAL FIRMS AND  
IMPORTERS AS NECESSARY  
(Q,G) X

CAMPAIGN NUMBER 3 PRIORITY RANK 4  
CAMPAIGN TITLE: FOOD PROCESSING AND PACKAGING  
MACHINERY AND EQUIPMENT

CAMPAIGN MANAGER: RICHARD T. HEFFERN  
CAMPAIGN RESPONSIBILITY AT GUAYAQUIL: EDGAR ROJAS  
OBJECTIVE AND RATIONALE: THE OBJECTIVE IS TO HELP  
INCREASE U.S. SALES TO ECUADOR OF FOOD PROCESSING AND  
PACKAGING MACHINERY AND EQUIPMENT. DEVELOPMENT OF  
THE LOCAL FOOD PROCESSING INDUSTRY HAS BEEN UNEVEN.  
MOREOVER ITS GROWTH HAS BEEN HINDERED BY INADEQUATE  
LOCAL PRODUCTION OF CONTAINERS, WHICH, IN TURN, HAS  
RESULTED IN THE CONTAINERS ACCOUNTING FOR AN INORDINATE  
PROPORTION OF THE FINAL COST OF THE PROCESSED FOOD.  
NEVERTHELESS, THIS IS A KEY INDUSTRY WITH A GOOD  
FUTURE. SHOULD THE NEW GOVERNMENT AID THE INDUSTRY  
THROUGH EXPORT CREDITS FOR EXAMPLE, THIS WOULD PERMIT  
ECONOMIES OF SCALE THAT WOULD RESULT IN A LOWER-PRICED  
PRODUCT FOR THE DOMESTIC MARKET AND ONE THAT WOULD  
BE MUCH MORE COMPETITIVE INTERNATIONALLY.

CAPAGN ACTIONS: CUMULATIVE MILESTONE

DEC MAR JUN SEPT  
31 31 30 30

1. PREPARE SPECIAL ISSUE OF  
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COMMERCIAL BULLETIN DEVOTED  
TO FOOD PROCESSING AND  
PACKAGING (Q) X

2. PROMOTE ATTENDENCE AT,  
AND IF POSSIBLE GORM  
A FOREIGN BUYERS GROUP  
FOR, THE INTL. EXPO FOR  
FOOD PROCESSORS TO BE  
HELD FEB. 1979 (Q,G) X

3. UPDATE AND/OR EXPAND AS  
NECESSARY THE PIMS ON  
FOOD PROCESSING AND  
PACKAGING X

4. DO ADVANCE WORK FOR AND  
PROMOTE MARCH USDOC FOOD  
PROCESSING AND PACKAGING  
CATALOG SHOW X

5. ON THE BASIS OF EXPERIENCE  
WITH CATALOG SHOW, UPDATE  
AND INCREASE FTI ENTRIES.  
(Q, G) X

SECTION IV - OTHER SPECIAL POST EFFORTS

ACTIVITY NO. 1 MAJOR PROJECTS PRIORITY 1  
PRIMARY RESPONSIBILITY: SEE PROJECT LISTING)  
DESCRIPTION/JUSTIFICATION: ON THE FINANCIAL BASE  
PROVIDED BY THE REVENUES EARNED FROM THE EXPORTATION  
OF PETROLEUM, AS WELL AS FROM AMPLE LOANS GRANTED BY  
INTERNATIONAL LENDING INSTITUTIONS, THE GOE HAS EMBARKED  
ON AN AMBITIOUS AND VARIED PROGRAM OF INFRASTRUCTURE  
DEVELOPMENT. AS A REFLECTION OF THE SHEER SIZE OF  
THESE PROJECTS VIS-A-VIS TOTAL ECONOMIC ACTIVITY, THEY  
ARE THE NUMBER ONE PRIORITY IN THIS C.C.P. PRIORITY  
AREAS INCLUDE HYDROELECTRIC PROJECTS, OIL PIPELINE AND  
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AIRPORT CONSTRUCTION AND WATER SYSTEMS. ALL OF THESE  
OFFER CONSIDERABLE OPPORTUNITIES TO U.S. CONSTRUCTION

ENGINEERS, CONSTRUCTORS, AND EQUIPMENT SUPPLIERS FOR THE SALE OF SERVICES AND GOODS.

FOLLOWING ARE SOME OF THE PROJECTS EXPECTED TO TAKE SHAPE DURING FY 1979 AND THEIR ESTIMATED COST, LISTED ACCORDING TO THE VALUE OF THE PROJECT AND HOW CLOSE WE FEEL THE GOE IS TO IMPLEMENTING IT:

1. NEW INTERNATIONAL AIRPORTS (\$415 MILLION) - E/C COUNSELOR
2. DAULE-PERIPA HYDROELECTRIC AND AGRICULTURAL PROJECT (\$400 MILLION) - R. HEFFER,
3. INTEGRATED STEEL FACILITY (\$360 MILLION) - R. BATEMAN
4. MOTOR VEHICLE PRODUCTION/ASSEMBLY (\$220 MILLION) - R. BATEMAN
5. AMMONIA/METHANOL COMPLEX (\$165 MILLION) - J. MORAN
6. LIQUID NATURAL GAS PLANT (\$350 MILLION) - J. MORAN
7. TELECOMMUNICATION DEVELOPMENT (\$200 MILLION) - R. HEFFERN

ACTIONS TO BE TAKEN

1. ESTABLISH AND CULTIVATE CONTACTS WITH PERSONS AND OFFICES RESPONSIBLE FOR ECONOMIC AND INDUSTRIAL DEVELOPMENT PROGRAMS AND SPECIFIC PROJECTS. UTILIZE THESE

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CONTACTS TO OBTAIN INFORMATION AT THE EARLIEST STAGES OF PROJECT CONCEPTUALIZATION AND PLANNING, OR WITH RESPECT TO PENDING DECISIONS, RELATED TO MAJOR PROJECT/PRODUCT PURCHASES. SPECIFICALLY, THE POST WILL SEEK TO DEVELOP ACCESS TO INFORMATION ON:

- A) PLANS INVOLVING FEASIBILITY OR PREINVESTMENT STUDIES.
- B) BIDDING PROCEDURES.
- C. FINANCING REQUIREMENTS.

D) TENDERS.

E) OPPORTUNITIES FOR CONSULTING/ENGINEERING/CONSTRUCTION FIRMS AND EQUIPMENT SUPPLIERS.

F) PROGRESS ON COMPANY BIDS AND CONTRACT NEGOTIATIONS, AND COMPETITIVE FACTORS, IF POSSIBLE.

2. ARRANGE TO OBTAIN NOTICE OF PREQUALIFICATION REQUIREMENTS, REQUESTS FOR CONSULTING/ENGINEERING/ CONSTRUCTION PROPOSALS, AND EQUIPMENT BID INVITATIONS.

3. REPORT EXPEDITIOUSLY INFORMATION OBTAINED, WHATEVER THE STAGE OF DEVELOPMENT, OF A PROJECT OR PROSPECTIVE PRODUCT SALE TO PERMIT EARLY ADVICE TO POTENTIALLY INTERESTED U.S. FIRMS.

4. EVALUATE AND RECOMMEND STRATEGY AND ACTIONS APPROPRIATE FOR U.S. FIRMS TO EXPLOIT MAJOR PROJECTS/ PRODUCT LEADS, PARTICULARLY WITH RESPECT TO MEETING COMPETITION.

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ACTIVITY NO. 2 MAJOR PRODUCTS OPPORTUNITIES PRIORITY 5

PRIMARY RESPONSIBILITY: RICHARD HEFFERN (QUITO)

EDGAR ROJAS (GUAYAQUIL)

DESCRIPTION/JUSTIFICATION: ECUADOR'S PETROLEUM REVENUES CAN BE EXPECTED TO CONTINUE TO GENERATE EFFECTIVE DEMAND FOR LARGE EQUIPMENT PURCHASES FOR PROJECTS IN WHICH THERE IS NO ENGINEERING/CONSTRUCTION COMPONENT. THIS INCLUDES MILITARY PURCHASES, WHICH ARE EXPECTED TO BE SUBSTANTIAL THROUGH FY 1979. ELECTRIC GENERATING AND TRANSMISSION EQUIPMENT AND TELECOMMUNICATIONS PURCHASES, AND CONSTRUCTION EQUIPMENT PURCHASES FOR AGRICULTURAL INFRASTRUCTURE PROJECTS WILL PROBABLY PROVIDE THE MOST OPPORTUNITIES IN THE NON-MILITARY AREA.

ACTION TO BE TAKEN

1. MAINTAIN FREQUENT CONTACTS WITH OFFICIALS OF THOSE GOE AGENCIES LIKELY TO MAKE VERY LARGE, ONE-TIME EQUIPMENT PURCHASES (Q,G).

2. COORDINATE WITH POST MILITARY LIAISON OFFICE IN OBTAINING ADVANCE INFORMATION ON GOE INTEREST IN LARGE EQUIPMENT PURCHASES THROUGH CIVILIAN CHANNELS (Q).

3. CABLE "EARLY WARNING" REPORTS ON THE ABOE POSSIBLE PURCHASES (Q,G).

ACTIVITY NO. 3 FOREIGN BUYERS PROGRAM (FBP) PRIORITY 6

PRIMARY RESPONSIBILITY: ROBERTO CORTEZ (QUITO)

WELLINGTON GALLARDO (GUAYAQUIL)

DESCRIPTION/JUSTIFICATION: POSTS HAVE ENJOYED MUCH SUCCESS IN BRINGING GROUPS AND INDIVIDUALS TO THE U.S. UNDER THIS PROGRAM. WHILE MANY BUSINESSMEN TRAVEL EXTENSIVELY ABROAD ON THEIR OWN, THEY HAVE ALSO SHOWN GREAT INTEREST IN ORGANIZ TRIPS TO THE U.S. ARRANGED BY POSTS, AND THE PROGRAM HAS RECEIVED CONSIDERABLE PUBLICITY IN PROFESSIONAL TRADE JOURNALS. RECENT FBP TRIPS

HAVE DEMONSTRATED ABILITY TO ORGANIZE GROUP TRAVEL,  
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WHICH OFFERS A UNIQUE AND VALUABLE MEANS FOR FACE-TO-FACE BUSINESS CONTACT BETWEEN THE FOREIGN BUSINESSMEN AND U.S. SUPPLIERS, RESULTING IN MEANINGFUL NEGOTIATIONS. FOR FY 1979 THE POST WILL PROMOTE UNDER CCP CAMPAIGN NO. 3 THE INTERNATIONAL EXPOSITION FOR FOOD PROCESSORS AND FBGS, AS APPROPRIATE, FOR ALL OTHER CAMPAIGNS. POST WILL OTHERWISE TRY TO MAXIMIZE ECUADOREAN BUSINESS TRAVEL, BOTH FROM THE PUBLIC AND PRIVATE SECTORS, TO THE U.S.

ACTIONS TO BE TAKEN

1. PUBLICIZE THROUGH NEWSLETTER AND PROFESSIONAL/TRADE JOURNALS THOSE FBP EVENTS NOT SPECIFICALLY INCLUDED IN CAMPAIGNS, UTILIZING EXHIBITOR LISTS AND SHOW BROCHURES FURNISHED BY USDOC AND SHOW AUTHORITIES.

(Q,G).

2. CALL ON TRAVEL AGENTS, TOUR OPERATORS, AND PROFESSIONAL TRADE ASSOCIATIONS TO GENERATE INTEREST IN PROMOTING ATTENDANCE TO U.S. SHOWS SUPPORTED UNDER FBP. (Q,G).

3. PROVIDE POST VISA SECTION WITH HAND-OUT MATERIAL ON FBG SHOWS TO BE DISSEMINATED TO ECUADOREAN BUSINESS VISITORS TO THE U.S. (Q,G).

ACTIVITY NO. 4 SINGLE COMPANY PROMOTIONS PRIORITY 7

PRIMARY RESPONSIBILITY: ROBERT H. BATEMAN (QUITO)

EDGAR ROJAS (GUAYAQUIL)

DESCRIPTION/JUSTIFICATION: EMBASSY QUITO HAS HAD EXPERIENCE IN ARRANGING SINGLE COMPANY PROMOTIONS BY U.S. FIRMS AND/OR LOCAL AGENTS IN THE EMBASSY AUDITORIUM IN THE FORM OF BOTH FILM PRESENTATIONS AND EQUIPMENT EXHIBITIONS. THE SUCCESS OF THESE HAS VARIED, USUALLY ACCORDING TO WHETHER THE PRESENTATION WAS MADE IN SPANISH OR NOT. AT A MINIMUM, THESE PROMOTIONS HELP THE STAFF OF THE COMMERCIAL SECTION KEEP IN TOUCH WITH KEY ECUADOREAN BUSINESSMEN AND GOVERNMENT OFFICIALS.

ACTIONS TO BE TAKEN

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1. PUBLICIZE IN BULLETINS OF POST, ECUADOREAN-AMERICAN CHAMBERS OF COMMERCE (QUITO) AND INTERNATIONAL CHAMBER OF COMMERCE (GUAYAQUIL), THE FACT THAT THE MISSION STANDS READY TO PROVIDE FOR SUCH SINGLE COMPANY PROMOTIONS (Q,G).



2. REVIEW ALL REQUESTS FOR SUCH HELP, ACCEPTING ONLY THOSE THAT ARE LIKELY TO BE EFFECTIVE PRESENTATIONS AND VEHICLES FOR THE COMMERCIAL STAFF TO MAKE AND RENEW WORTHWHILE BUSINESS CONTACTS (Q,G).

3. PROVIDE AS APPROPRIATE PUBLICITY, END-USER IDENTIFICATION AND RECEPTION FACILITIES FOR SUCH PRESENTATIONS (Q,G).

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## Message Attributes

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**Disposition Comment:**  
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**Disposition Event:**  
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**Original Handling Restrictions:** n/a  
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**Review Transfer Date:**  
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**Secure:** OPEN  
**Status:** NATIVE  
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**TAGS:** BEXP, BENC, EC  
**To:** COM STATE  
**Type:** TE  
**vdkgvwkey:** odb://SAS/SAS.dbo.SAS\_Docs/ae162bd2-c288-dd11-92da-001cc4696bcc  
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20 Mar 2014  
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